

# CITY COUNCIL COMMUNICATION



**Meeting Date:** October 1, 2002 **Item Number:** SS-4  
**Subject:** Longmont Transportation Demand Management (TDM) Task Force Recommendations  
**Type of Item:** Study Session **Time for Presentation:** 15 minutes  
**Presented By:** Phil Greenwald, Transportation Planner 303-651-8335 [phil.greenwald@ci.longmont.co.us](mailto:phil.greenwald@ci.longmont.co.us)  
*PK BRAD* *Phil*  
**Suggested Action:** Provide staff direction based on task force recommendations

## **BACKGROUND**

Earlier this year, City Council formed a Transportation Demand Management (TDM) task force with the goal of developing TDM strategies for the City. In March 2002, a number of major businesses in Longmont and other interested members of the community were asked to participate on the TDM task force. Meetings began in May 2002 and met once a month throughout the summer. The group has assembled a number of recommendations to Council regarding TDM strategies for Longmont.

## **TASK FORCE MEMBERS**

Members of the TDM task force include:

Lauren Greenfield (Bicycle task force representative)  
Rich Lundeen (Seagate)  
Gary Mutz (Amgen)  
Ben Ortiz (City employee representative)  
Fay Reynolds (citizen representative)

Rick Ring (St. Vrain Valley School District)  
Paul Rivera (TAB representative)  
Kevin Saxton/Francis Hamm (ConAgra)  
Michael Weerts (Longmont United Hospital)  
Roy White (Xilinx)

## **RECOMMENDATIONS**

The recommendations from the Longmont TDM Task Force are listed in four (4) groups; short- and long-term recommendations for the City to consider internally and to pursue regionally:

### **Short-term (within three years) TDM local recommendations**

#### **➤ Educational Strategies**

- ✓ Distribute alternative transportation mode information to the public through City Website, City billing inserts, postcards, etc. (*no significant addition to current City staff workload*)
  - Include links to transit agencies, carpool coordinators
- ✓ Businesses provide alternative mode information to staff through bus schedules, bicycle maps, etc. (*no significant addition to City staff workload*)
  - Coordinate delivery/pick-up of maps to businesses for distribution
- ✓ Public (and private) schools to make information available to students/parents through bicycle maps, bus schedules, carpool information (*no significant addition to current City staff workload, involves coordination with the school district*)
  - Coordinate delivery/pick-up of maps to schools for distribution

➤ City Studies/Projects

- ✓ Coordinated plan for bicycle and pedestrian routes for the City (*part of on-going City staff workload*)
- ✓ Feasibility of implementing parking maximums for site planning (*requires up to 40 additional hours of City staff time to complete*)
  - Number of parking spaces would be limited to not exceed a maximum amount
- ✓ Feasibility of business-sponsored shuttle systems to tie into existing transit stations/park-n-rides (*would require up to 160 hours of City staff time to complete*)
- ✓ Transit Oriented Development (TOD) opportunities (*would require up to 80 hours of City staff time to complete*)
  - TOD includes higher density and mixed use development near transit stations and park-n-rides
- ✓ Add bicycle lanes to new streets and at time of street rehabilitation (*part of on-going City staff workload*)
  - New design standards currently include adding bicycle lanes to new street construction, but do not require bicycle lane striping

➤ Public/Private Partnership Strategies

- ✓ Integrate TDM strategies into the Longmont Area Economic Council (LAEC) through a Transportation Coordinator (*requires City staff coordination with LAEC to start*)
- ✓ Larger businesses and business districts to develop transportation coordinators to work with City staff (*approximately 20 hours of coordination required by City staff*)
  - Transportation coordinators are typically current employees assigned from major businesses and business areas with large employee bases
- ✓ City transportation staff and business transportation coordinators to determine feasible goals for trip reduction, meeting QOL benchmarks, etc. (*requires on-going coordination between City staff and transportation coordinators*)
  - This group would be the predecessor to a Transportation Management Organization (TMO)
  - A TMO would determine and implement the best strategies for addressing trip reduction in a specific area or for the City as a whole
- ✓ City development codes to be flexible with mixed-uses promoting TDM strategies (*requires staff to evaluate as developments were proposed to City—evaluation on a case-by-case basis*)
  - TDM strategies include on- or near-site day care, convenience stores, dry cleaners, etc
  - The new Development Code has built-in flexibility to allow mixed uses in most zoning districts

**Long-term (three to five years) TDM local recommendations**

➤ City Projects

- ✓ Establish capital resources for projects recommended from the studies (*added to annual budget process*)
  - Any projects recommended by the short or long-term studies would need to be included in the City's future Capital Improvement Programs
- ✓ Schedule and implement projects from short-term studies (*must be added to current work program*)

➤ Long-term Studies

- ✓ Possibility of creating circulator shuttle systems (*requires up to 160 hours of City staff time to complete*)
  - Shuttles to connect major retail centers together
  - Shuttles to connect major employment areas to retail and/or transit centers

**Short-term (within three years) TDM regional recommendations**

- Coordination with Federal/State/regional agencies:
- ✓ Work with Denver Regional Council of Governments to increase participation in the Ridearranger and alternative mode programs (*on-going for City staff*)
    - Ridearranger helps organize car/vanpools within the Denver region
  - ✓ Establish ties to North Front Range Council of Governments to coordinate alternative transportation links between the Denver and North Front Range regions (*1 to 2 hours of additional City staff time per week*)
  - ✓ Request the Regional Transportation District continues to work with City regarding bus routing and greater distribution of the Eco-passes (*on-going for City staff*)
    - Include business districts in Eco-pass program to increase ridership
  - ✓ Pursue rail corridors into Longmont with State, Region and County agencies (*on-going for City staff*)
  - ✓ Research on State and Federal TDM examples (*research on-going*)

**Long-term (three to five years) TDM regional recommendations**

- Alternative traffic routing development
- ✓ High Occupancy Vehicle (HOV) opportunities (*requires City staff coordination with county and regional agencies*)
  - ✓ Rail opportunities (*requires City staff coordination with county and regional agencies*)

**SUMMARY**

The recommendations outlined above include a number of projects that affect City staff in different ways. The educational opportunities have a relatively small effect on the current workload of City staff. The educational opportunities require distribution of existing materials and internal coordination to get alternative mode information to the public.

Some of the short-term studies recommended by the TDM task force would require a larger effort by the City and would need to be incorporated into the current work program. The studies including the private sector would be incorporated as a coordinated project between the City and specific businesses.

The largest expenditure of City staff resources would be in the coordination of the public/private partnership. Most of the effort would be to organize a City-wide Transportation Management Organization (TMO) through a system of transportation coordinators. The coordinators would represent larger businesses or groups of businesses (i.e. business districts). The TMO group would need to develop goals and strategies for trip reductions for the City. A City-wide TMO would require an additional 8-10 hours of City staff time per week to develop the program over the course of a year.

**COUNCIL ACTION:**

Please provide City staff direction regarding the priority of TDM strategies to implement in the short- and long-term.

cc: File #: 1070-1

Attachments (to include meeting summaries from all TDM task force meetings)

**TRANSPORTATION DEMAND MANAGEMENT**  
**TASK FORCE**

**SIGN IN SHEET**

May 15, 2002  
3:00 - 4:30 PM

City Council Study Session. Room

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- |                      |                   |  |
|----------------------|-------------------|--|
| 1. GARY Mutz         | Amgen             | 303-401-1493<br>gmutz@amgen.com            |
| 2. Rick Ring         | St. Vrain Schools | 303 682-7258<br>ring-rick@stvrain.k12.co.u |
| 3. Kevin Saxton      | Con Agri Foods    | (303) 776-6611                             |
| 4. Francis Hamm      | Con Agri Foods    | (303) 776-6611                             |
| 5. Fitz Reynolds     | Citizens          | 772-5648                                   |
| 6. Paul Rivera       | Citizen           | 303 684-9467                               |
| 7. Lauren Greenfield | City?             | 303.651.8924                               |
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**TRANSPORTATION DEMAND MANAGEMENT**  
**TASK FORCE**

**AGENDA**

May 15, 2002  
3:00 – 4:30 PM

City Council Study Session. Room

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1. Introductions (member list)
2. What is TDM? (list of TDM possibilities)
3. Process and Goals (schedule)
4. What TDM items are happening today?
5. Election of Chairperson to run meetings
6. Next Meeting June 19, 2002 (3:00 PM – 4:30 PM)

**TRANSPORTATION DEMAND MANAGEMENT**  
**TASK FORCE**

**SIGN IN SHEET**

June 5, 2002  
3:00 - 4:30 PM

City Council Study Session. Room

- | <u>NAME</u>           | <u>ORG</u>               |  |
|-----------------------|--------------------------|--|
| 1. Roy White - xilinx | Roy White                | roy.white@xilinx.com<br>720-652-3412 (W)<br>303-678-5823 (H) |
| 2. MICHAEL WEERTS     | Longmont United Hospital |  |
| 3. Kevin Saxton       | - ConAgra Foods          |  |
| 4. Francis Hamm       | - ConAgra Foods.         |  |
| 5. Gary Mutz          | - Amgen                  |  |
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**TRANSPORTATION DEMAND MANAGEMENT**  
**TASK FORCE**

**AGENDA**

June 5, 2002  
3:00 – 4:30 PM

City Council Study Session. Room

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1. Past Meeting Discussion
2. What is the problem that we are trying to solve?
3. TDM goals the Task Force would/would not support.
4. Develop TDM strategies for Longmont
5. Other comments/items
6. Next Meeting July 17, 2002 (3:00 PM – 4:30 PM)



**TRANSPORTATION DEMAND MANAGEMENT**  
**TASK FORCE**

**SIGN IN SHEET**

July 17, 2002  
3:00 - 4:30 PM

City Council Study Session. Room

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1. MICHAEL WEERTS
2. Francis Hamm
3. FAY A. REYNOLDS 772-5648 or P.O. Box 1671 Lant
4. Ben Ortiz
5. ~~PAUL RIVERA~~ Paul.Rivera2003@msn.com
6. GARY MUTZ gmutz@amgen.com
7. Lauren Greenfield lauren.greenfield@ci.longmont.co.us
8. Roy White Roy.White@xilinx.com
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**TRANSPORTATION DEMAND MANAGEMENT**  
**TASK FORCE**

**AGENDA**

July 17, 2002  
3:00 – 4:30 PM

City Council Study Session. Room

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1. Past Meeting Discussion
2. TDM Techniques suggested to Date by Task Force
3. Refine suggestions into recommendations from Group
4. Other comments/items
5. Next Meeting scheduled for August 21, 2002 (3:00 – 4:30 PM)

**TRANSPORTATION DEMAND MANAGEMENT**  
**TASK FORCE**

**SIGN IN SHEET**

August 21, 2002  
3:00 - 4:30 PM

City Council Study Session. Room

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1. *Fant Rwin*
2. *Francis R. Hamm*      *Con Agra Foods    Longmont*
3. *Gary Reynolds*
4. *Ben Ortiz*      *City of Longmont*
5. *MICHAEL WEERTS*      *Longmont United Hospital*
6. *GARY MUTZ*      *Amgen*
7. *Doug White*      *Xilinx*
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**TRANSPORTATION DEMAND MANAGEMENT**  
**TASK FORCE**

**AGENDA**

August 21, 2002  
3:00 – 4:30 PM

City Council Study Session. Room

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1. Past Meeting Discussion
2. Discuss the short-/long-term matrix devised at the last meeting
3. Create recommendations from matrix
4. Other comments/items
5. Get draft recommendations out to group in two weeks for review at next (last?) meeting
6. Next Meeting scheduled for September 18, 2002 (3:00–4:30 PM)

**TRANSPORTATION DEMAND MANAGEMENT**  
**TASK FORCE**

**SIGN IN SHEET**

September 18, 2002  
3:00 - 4:30 PM

City Council Study Session. Room

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1. Fay A Reynolds
2. WARREN LEIGHTON - CONAGRA
3. Ben Ortiz, Longwood
4. [unclear]
5. Paul R. [unclear]
6. Michael WeERTS - ZUH
7. Roy White - XLINK
8. Gary Mutz - Angen
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**TRANSPORTATION DEMAND MANAGEMENT**  
**TASK FORCE**

**AGENDA**

September 18, 2002  
3:00 - 4:30 PM

City Council Study Session. Room

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1. Past Meeting Discussion
2. Comments/additions/changes to the current recommendations
3. Get next draft recommendations out to group by end of week for review before next Wednesday
4. Thanks for all your hard work!!!